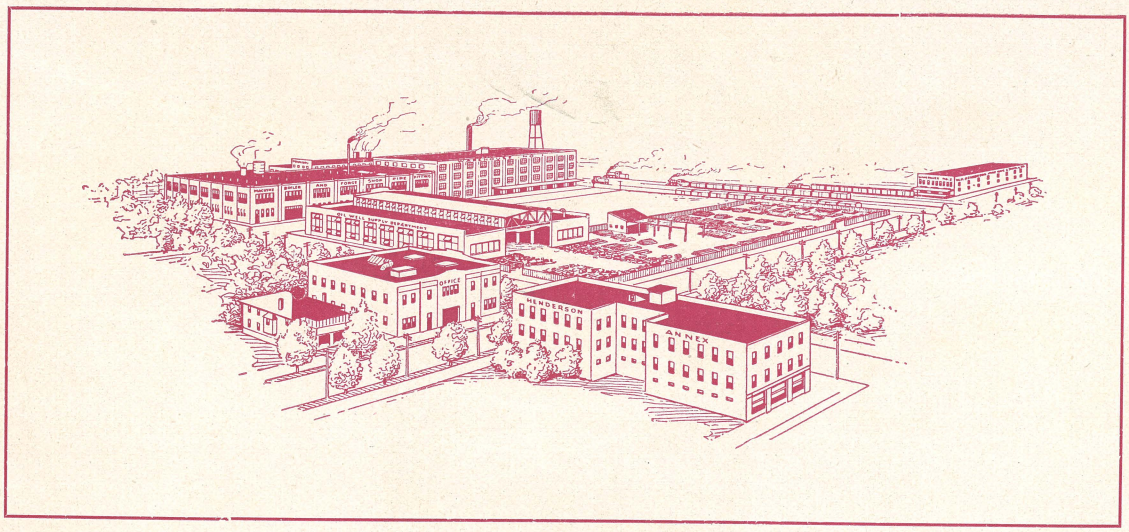
Centenary FOOTBALL PROGRAM

Centenary vs. Lombard College

NOVEMBER 29

Price 15 Cents



"Give your business to the house that has the facilities for handling it"

The Largest Oil Well, Mill Supply and Electrical Equipment House in the Southwest

The W. K. Henderson Iron Works and Supply Company

Caddo, Spring, Strand and Commerce Streets
SHREVEPORT, LOUISIANA

Owners and Operators of Radio Station KWKH

PATRONIZE OUR ADVERTIZERS.

Interesting Facts About Centenary

Founded 1825 at Jackson, Louisiana, under the name of "The College of Louisiana." Later the name was changed to Centenary College of Louisiana.

The 104th session opened September 19th, 1928.

The College buildings were occupied by union troops during the Civil War. Much damage was done except to the Union Literary Society Hall. Its name probably protected it.

Dr. George S. Sexton
President

The number of hound dogs a student might bring to school with him was limited to two in the early days, by action of the Board of Trustees. The regulation still remains.

In the minute book of the faculty, under date of October 7, 1861, the following appears written across an entire page: "Students have all gone to war. College suspended and God help the right!"

Centenary College was moved to Shreveport in 1908.

Total enrollment college students, 1920-1921	43
Total enrollment, June 1927 to June 1928	983
Increase	940
Endowment, June 1928	$650,000.00

Annual commercial value of Centenary College to Shreveport with 500 students in attendance, $550,000.00.

Centenary College is a member of the Association of Colleges and Secondary Schools of the Southern States, the Association of American Colleges and The Southern Intercollegiate Athletic Association.

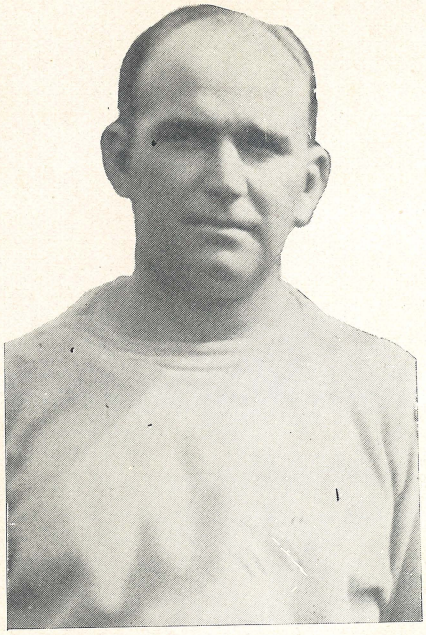
Centenary has graduated, since 1921, 236 students. The class of 1928 had 83 members. Graduates of the last six classes are located in the following states:

Wisconsin	Kansas	Iowa
Virginia	Pennsylvania	Texas
New York	Arkansas	Illinois
Tennessee	Connecticut	Georgia
Florida	Louisiana	Oklahoma
Mississippi	New Mexico	Old Mexico

Centenary graduates are employed in thirty different professions and businesses.

Centenary has reached its limit in enrollment. New buildings and additional endowment are needed to adequately care for students now in attendance and those who want to come.

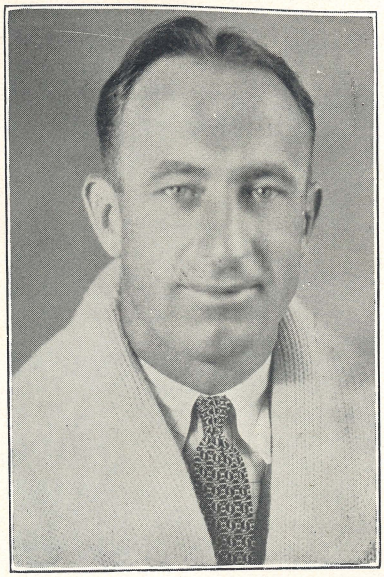
SPORTSMANSHIP FIRST—THEN VICTORY!



HOMER H. NORTON

Athletic Director and Head Coach

Coach Norton came to Centenary from Birmingham Southern College. He has been connected with the athletic department of Centenary since 1920 and has had a big share in the development of high class athletics at Centenary.



GEORGE D. HOY

Assistant Coach

Coach Hoy this year begins his third season as backfield coach. He is a graduate of Nebraska and coached the state championship Shreveport high school team for several years before coming to Centenary.

CURTIS PARKER

Freshman Coach

Coach Parker came to Centenary after a successful athletic career at Arkansas University where he graduated. His freshman teams at Centenary have been successful and he has developed fine material for the varsity squad each season.

FILES "DUTCH" BINION

Last year's captain, who this season joined the Gents coaching staff. Binion was one of the most popular athletes ever on the Centenary campus. He lettered in football, basketball, baseball and track.

DON'T MISS NEXT GAME—MAKE RESERVATIONS AT ONCE.

There's A World Of Style, Snap and Dash In—

CAMPUS TOGS

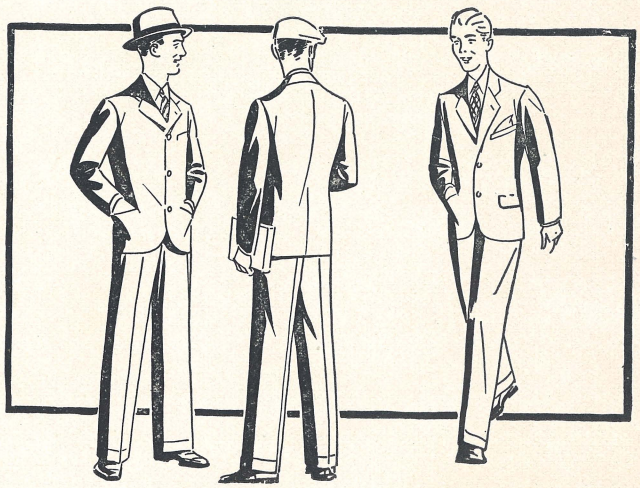
From Feibleman's

The spirit of youth, with its restless urge, is conveyed in their modern clothing to properly express the young generation. No Collegian ever hesitates where to go to obtain the best quality, the newest fad, the latest - *they know—*

Feibleman's

Apparel for College Men and Fair Co-Eds
Displayed in Modern Modes!

Frocks
Coats
Suits
Hats
Sweaters
Accessories
Furnishings



TICKETS ON SALE AT SELBER BROS. AND SPURLOCK DRUG CO.

ADOLPHUS, INC.

"Utmost In Service"

This Company is always interested in developing worthwhile Institutions of Shreveport, and Centenary College is one of our most worthy.

We will be in our new home at 520 Edwards Street about the First of December.

Our Service Will Be Unexcelled and Will Include—

Storage
Parking
Pneumatic Tires
Solid Tires
Gasoline
Lubrication
Brake Testing

The Mark of Quality

Brake Relining
Washing
Polishing
Vacuum Cleaning
Battery
Electrical and
Wrecker Service

We carry at all times a complete stock of the famous

Firestone

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Tires and Steam Welded Tubes

Phone 4284 For Improved Tire Service

ON TO A. & M. LET'S GO! OCTOBER 13.

Gentlemen prefer—

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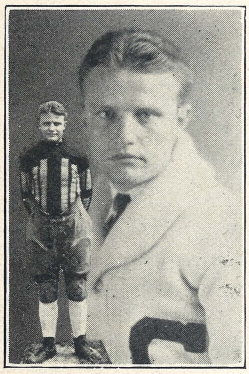
TIRE COMPANY

PHONE 4101 TODAY

1119 TEXAS AVENUE



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Compliments

"JUG" ZECHEIDRICH

M. LEVY CO., Inc.

Shreveport's Greatest Clothiers

—and here's hoping to take them all this season.

Reliable Since 1857

CENTENARY BEAT FOUR SOUTHWEST CONFERENCE TEAMS LAST SEASON.

WRECK 'EM CENTENARY

WE WRECK 'EM

TELEPHONES 5194 - 5195

1219 JORDAN STREET

"LOUIE" JENNINGS

HAROLD DeGENERES,
Sole Owner

"BILL" WARD

Enjoy the hospitality

of the

HOTEL YOUREE

Extending at all times a cordial

welcome to

Both Local and

Visiting Athletes

All meat served by Centenary College Dormitory and Training Table, furnished by

CITY MARKET, Inc.

Service Unexcelled

Give Us A Trial

Phone 2-2624 705 Texas St.

TICKETS FOR THE REST OF THE SEASON ARE STILL ON SALE

DIXIE CREAMERIES, Inc.

Operating 40 Plants in Louisiana, Arkansas and Texas

Dixie-Kist Ice Cream, Golden Glow Butter
Pasteurized Milk and Cream

Phones 7083, 2-4016, 3755

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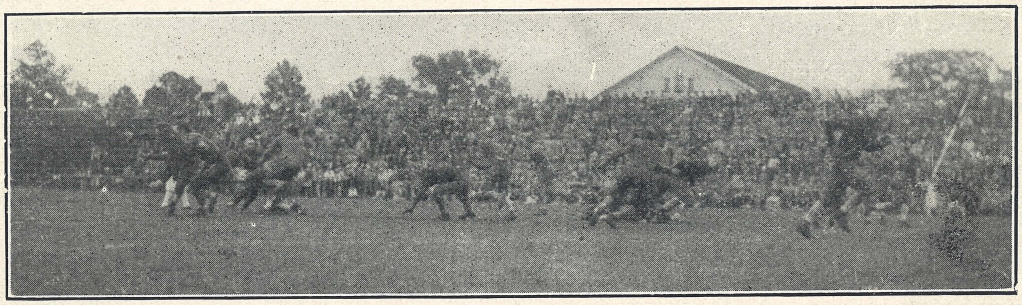

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Oxygen - Acetylene - Carbide
Steel Fabricators

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GENTS
You Are the Best!

Lots of people say the same thing about our Battery Re-charging, and we are trying our best to live up to it.

Chain Battery System
OF LOUISIANA, INC.

719 Marshall St. **Phone 6281**

WATCH THE "GENTS" RIDE THE "BEARS" AGAIN.

RAH, RAH, Rah, Rah, Rah
RAH, RAH, Rah, Rah, Rah
RAH, RAH, Rah, Rah, Rah
WHOOP, WHOOP, RAY,
GENTS—GENTS—GENTS

GENTLEMEN!

We wish you success in every game of the Foot Ball Season.

You can depend on our support

The Colossus Industries,
Incorporated
207 Crockett Street

Compliments of

A. C. STEERE CO., Inc.
"Community Builders"

Slattery Building
Phone 4507

"CAJUN" MARSALIS

RIDE 'EM
GENTS

FIGHT 'EM
GENTS

"FRITZ" BLACKSHEAR

1000 AT TEXAS
A. & M.

JOIN
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CLUB

North Louisiana's Largest Bank

Assets More than
$18,000,000.00

Commercial National Bank
of
Shreveport

Since 1886

Kidd-Russ Trunk & Bag Company
"The House of Luggage"

Wardrobe Trunks - Leather Novelties

Complete Line of
Christmas Gifts

621 Texas St. Phone 6189

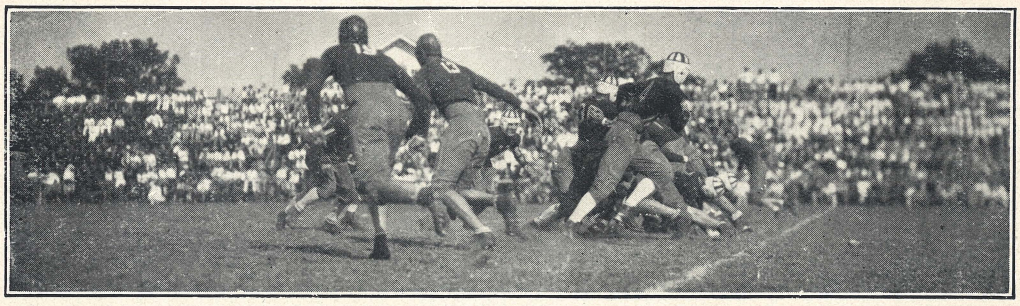
1000 FANS AT A. & M. WILL HELP BEAT THOSE TEXAS AGGIES.

For words go to Webster,
For law go to Blackstone,
For *Building Supplies* go to—

Builder's Supply Company

**Gents Stay in There and Fight!
We're For You**

3rd and L. & A. Tracks



You'll make your Goal every time with a gift from—

WHITE BROS. CO.

Greatest Diamond and Watch House South

Terms To Suit Your Convenience

*Visit Our New Home—
919 Texas Avenue*

"Better Service, Better Values"

A Visit Will Be Appreciated

Plenty of Parking Space

Johnson Furniture Co. Where Your Credit is Good

Very Liberal Terms

RIDE THE SPECIAL TO A. & M. OCTOBER 13.

A BETTER FUEL FOR ANY MOTOR

Sparco Anti-Knock Gasoline is a better fuel for any motor, an essential fuel for high compression motors.

It gives old automobiles new life, new pep and new stamina--- 1929 power plants reach peak efficiency with this natural anti-knock fuel. Motorists leaving your station with Sparco can "step on it" and know that they will get lightning response. They can take the hills with effortless ease and leave traffic far behind.

Every mile traveled is a reminder to call again for Sparco.

SPARCO ANTI-KNOCK GASOLINE

Manufactured by

Shreveport Producing & Refining Company, Inc.

Shreveport, Louisiana

Distributed in Shreveport by

Sparco Gasoline Company
Calcote-Shaw Oil Company
Heartfield Oil Company

SPORTSMANSHIP FIRST—THEN VICTORY!

A Good Start Helps Win the Race

With senses alert and muscles tense, the runner toes the mark, ready to be off at the crack of the pistol. He knows the importance of a good start.

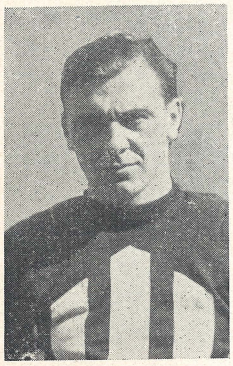
As seconds count to the runner, so are days important to the saver of money. Every day you delay saving is time lost. The sooner you begin saving, the sooner you will reach your goal of financial independence.

EXCHANGE NATIONAL BANK

ARDIS BUILDING - SHREVEPORT, LA.

Come In Today and Open An Account

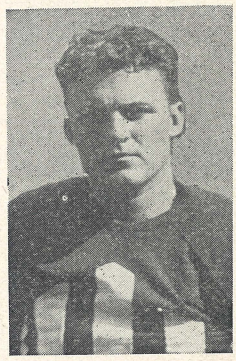
"Let's Grow Together"



JIMMY WELSH

FIGHT 'EM GENTS

1000 AT TEXAS A. & M.



FRED JACKSON

Stars do shine but—

Team work wins!

Meet friends and fellows at the Majestic; you are mighty welcome to telephones and ice water.
WE SELL—

NORRIS' CANDIES
WAHL FOUNTAIN PENS
CRANE'S WRITING PAPERS
PIPES, RAZORS, CLOCKS,
ETC., ETC., ETC.

Majestic Drug Store

Milam Street at McNeil

SIGNAL 5050

That's our number, and the service is fast, efficient and continuous—

To get the "Best in the Long Run" equip with Silvertown's

Redding Tire Service, Inc.

Marshall and Lake Streets

LET'S GO THROUGH ANOTHER SEASON WITHOUT DEFEAT.

Twenty-four Hour Service

Washing, Greasing, Storage
Vacuum Cleaning, Steam Cleaning
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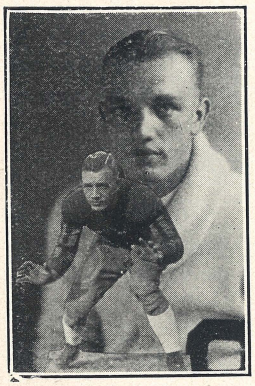
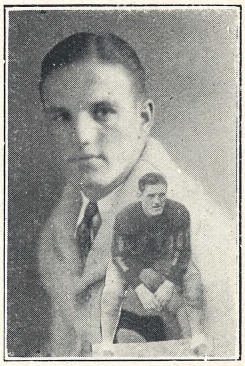
NICHOLS INC.

"Bears for Service

Opposite Jones-McCann, Inc.
Crockett and Louisiana



"TWO-GUN" PRICE



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Authentic Styles
for
COLLEGE MEN

Bensons
Store for Men

Compliments of

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Shreveport, La.

Capital, Surplus and Profits
$600,000.00

THE "GENTS" WERE UNDEFEATED IN 1927

Hold That Line

GENTS

We Are For You In Everything

A NATION-WIDE INSTITUTION-

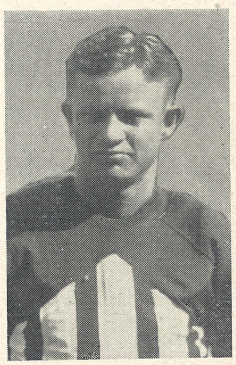
J.C. PENNEY CO. Inc.

"where savings are greatest"

TIM MORAN

FIGHT 'EM
GENTS

RIDE 'EM
GENTS



BILL CAMERON

DRINK

Coca-Cola

IN BOTTLES

Coca-Cola Cottling Co.

GENTLEMEN!
We are betting on you

In fact we employ
"GENTLEMANLY"
drivers only

Louisiana Refrigerated Products Corporation, Inc.

Lee Kinnebrew, Pres.
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Claud Kinnebrew,
Sec'y-Treas-Manager

THE GENTS ADVERTISE SHREVEPORT—BOOST THEM!

Greetings "GENTLEMEN" You Have Our Good Will

THE UNITED STATES SUPREME COURT

Says Good Will "is the disposition of a well pleased Customer to return to the place where he has been well treated." We like this definition because it agrees identically with our own. Good Will we believe, is not a passive, indifferent quality - but a vigorous force which can only be secured by continuous appliance to earn it. Good Will through deeds rather than through rhetoric.

It is needless for us to say that Centenary College and the "Gentlemen" have our Good Will and support—

"Ask Anyone We Serve"

M. L. BATH COMPANY, LTD.

Manufacturing Stationers

Printing - Lithographing - Embossing - Engraving
Office Furniture - Filing Equipment - Safes and Steel Shelving

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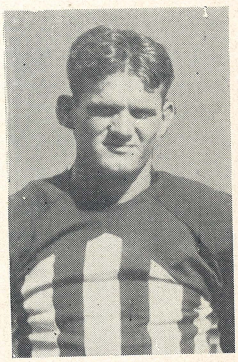
ALVIN BROWN

JOIN
CENTENARY
CLUB



TOMMY YOUNGER

FOOT BALL

DRESS BETTER---YOU,LL FEEL BETTER AND DO BETTER

A man must feel like success before he can have it.

Good clothes make you look successful and feel successful.

Hart Schaffner & Marx clothes are good; they look it and always prove it through months of wear.

We have the styles that every man who has success or wants it, should wear. See yourself in them at this store.

$30.00 to $65.00

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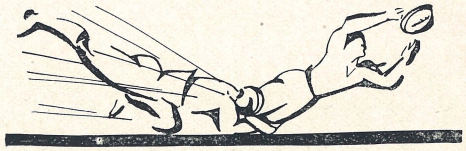
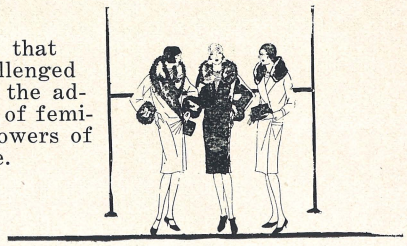
403 Texas Street





Fashions that have challenged and won the admiration of feminine followers of the game.

Here in our collections of fall apparel are fashions without uniformity except for their smart informality—Dresses, Coats, Hats and all accessories for dress or sports wear.

Apparel Section Second Floor

The Hearne Dry Goods Co., Ltd.

LET'S GO THROUGH ANOTHER SEASON WITHOUT DEFEAT.

(Long Whistle)
(Slowly Rise)
B O O M !
R A H !
G E N T S !
F I G H T 'E M !
F I G H T 'E M !

We Are Wholeheartedly For Centenary College

RIP 'EM UP!
TEAR 'EM UP!
GIVE 'EM ———!
GENTS!
(Repeat two times)

If you want the best in Football see the Centenary Gentlemen in action.

For the best in Printing, Stationery and Office Furniture call

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M. W. DRAKE, Inc.

"Good People To Do Business With"

Rickety Rick! Rick! Rick!
Rickety Rock! Rock! Rock!
(Whistle)
BOOM! RAH!
Y E - A - A ! GENTS!
RIDE 'EM!

218 Texas Street
Shreveport, La.

RAH, RAH, Rah, Rah, Rah
RAH, RAH, Rah, Rah, Rah
RAH, RAH, Rah, Rah, Rah
WHOOP, WHOOP, RAY,
GENTS—GENTS—GENTS

THE "GENTS" WERE UNDEFEATED IN 1927

JAKE HANNA

Halfback and Assistant Quarterback

That this page of the 1928 Centenary Program was chosen to tell the Chrysler-Plymouth story was not an accident. The story of Jake Hanna, Louisiana's greatest athlete, and the story of Chrysler, the nation's greatest car, run so nearly parallel, that we selected this space for a brief history of Jake's prowess on the gridiron and of Chrysler's service to the nation.

It was a little more than four years ago that Jake first made the Shreveport High School Team.
Chrysler launched his first car during Jake's freshman year and each has attained highest honors in their respective fields.

"JAKE" HANNA

Jake played on the Shreveport High School Team four years, graduated in 1926—Three letter man; football, basketball, and baseball. Played on Varsity Centenary College 1927—Two letter man; baseball and footbal
He is a triple threat man.

We chose to tell the Chrysler-Plymouth story on the page with Jake Hanna's Photograph because his record so accurately typifies the endurance, strength and speed, the rugged honesty, the enterprise, and the determination to achieve so forcibly shown by Chrysler's dominant place in the motor industry.

Geo. D. Wray, Inc.

DISTRIBUTOR

SHREVEPORT, LA.

THERE ARE SIX HOME GAMES. SEE THEM ALL!

Beat Texas A. and M.

DIAL

5116

"Hounds for Service"

Kelly Tires *and* Gabriel Snubbers

Hude Tire Co., Inc.

869-71 Texas Avenue

The Best Shop For Style After All

The FASHION
I. Rosenfield's Inc

Autumn Modes
for the
College Miss
That take the highest percentage in chick

Dresses---
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Three Great Sixes
By Dodge Brothers

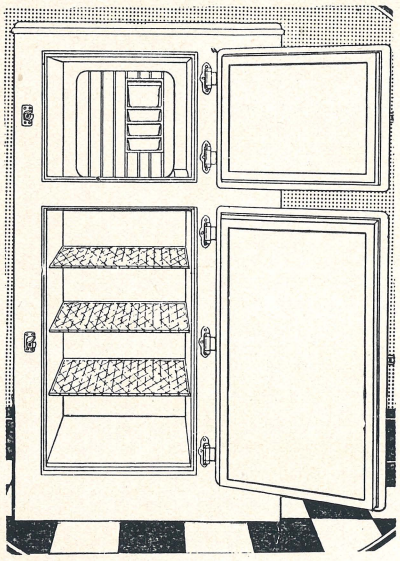
SENIOR
VICTORY
STANDARD

GEO. T. BISHOP, Inc.

SPRING AT MILAM STREET -:- PHONE 3251

ON TO A. & M. LET'S GO! OCTOBER 13.

ELECTROLUX



the Gas Refrigerator

Operates for less than 4 cents per day, costs no more to buy

Noiseless Refrigeration

Has no moving parts

Will last a lifetime Let us demonstrate this wonderful money and food saver

"The Movie People of the South"

Southern Cine Co., Inc.

310 Milam Street

Phone 6063 **Shreveport, La.**

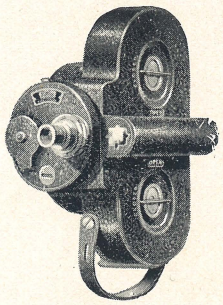
Films

Accessories

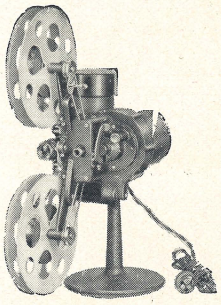
Camera Service

Title Writers

All kinds of Motion Picture Equipment



Filmo Camera



Filmo Projector

"SUSIE" HAMEL

For the Young Athlete—

Every small boy's ambition is to "make the team" whether it is the back lot team or the school team. Why not begin NOW to help him realize his ambition? Feed him Dickson's Sweet Cream Ice Cream, and plenty of it - it will help build in your boy splendid muscles, energy and vigor.

DICKSON'S

SWEET CREAM ICE CREAM

Phone Your Drug Store

DON'T MISS NEXT GAME—MAKE RESERVATIONS AT ONCE.

1928 Centenary Football Schedule

Date	College	Place
SEPT. 22	Sam Houston	Shreveport
SEPT. 29	Southwestern	Shreveport
OCT. 6	Daniel Baker	Shreveport
OCT. 13	Texas A. & M.	College Station
OCT. 20	Baylor University	Shreveport
OCT. 27	Chattanooga	Chattanooga
NOV. 3	Birmingham Southern	Birmingham
NOV. 10	Mississippi A. & M.	Starksville
NOV. 17	L. P. I.	Shreveport
NOV. 24	Loyola	New Orleans
NOV. 29	Lombard	Shreveport
DEC. 8	Post Season Game	?

1927 Centenary Football Scores

Centenary		
27	Sam Houston	0
26	Millsaps	0
21	S. M. U.	12
26	Southern Florida	0
9	Baylor	6
20	Birmingham Southern	7
33	Rice	7
7	T. C. U.	3
33	L. P. I.	0
59	Louisville University	2

Spurlock Drug Co.

Prescription Specialists

25 Years Experience

Across From High School

Phone 8-2653 3306 Line Ave.

Quick Service Prompt Delivery
Highest Quality

Drugs, Toilet Articles, Stationery, Candies, Cigars, Cigarettes, Magazines, Newspapers, Radio Tubes, Batteries, Electric Lamps, Sandwiches, Coffee, Chocolate, etc.

Prescriptions Carefully Compounded
We Never Substitute
SURE SERVICE
APPRECIATION COURTESY

"SUSIE" HAMEL

FIGHT 'EM GENTS

RIDE 'EM GENTS

1000 AT TEXAS A. & M.

FRED WILLIS

Success in life is achieved by persistent application of one's best efforts. The failure of one member of a team to put forth his utmost strength in a contest, may cause disaster and defeat. The applause that is given by the spectators may be loud and comforting, but the consciousness of having done one's full duty, brings an undying joy, surpassing every plaudit.

Boys, we are with you and for you to the bitter end.

Shreveport Railways Company

H. B. HEARN, President

RECOGNITION OF CENTENARY GENTLEMEN FROM 1927.

The following appreciation of the strength of the Centenary College football team is from the New Orleans Times-Picayune, indicating that the Gents are rapidly gaining the recognition they so richly deserve.

"In commenting on the rapid strides that have been made by Texas teams in a football way, we overlooked mentioning the fact that S. M. U. of Texas, the team which recently beat Texas just after Texas got through trouncing Vanderbilt, finished second to a good old Louisiana football team.

"Centenary College, of Shreveport, unbeaten this season and with one of the best teams in its history, beat S. M. U. 21 to 12 several weeks ago.

"Now, the score of one football game doesn't count for so much, but when you consider that S. M. U. not only trimmed Texas but literally swamped Missouri, you must admit S. M. U. has the goods.

"And the Centenary Gents not only trimmed those same S. M. U. boys, but have beaten everything else they have met this season, including one or two other Texas teams."

ALMA MATER

Where the sleepy, silver bayou
Gleams among the pines,
Watching o'er the throbbing city
Alma Mater shines.

(Chorus)

Forward, forward, Centenary,
Time and tide may fail;
But our hearts shall love thee ever—
Centenary, hail!

Like a wave the mighty city
Surges 'round thy feet,
Guide it, train it, teach it wisdom,
Alma Mater sweet.

Green the boughs that rustle 'round thee
On thy stately crest;
Greener is our memory of thee—
Alma Mater blest.

1000 FANS AT A. & M. WILL HELP BEAT THOSE TEXAS AGGIES.

LOMBARD PLAYERS

Booth 28	Draper 32	Smith 4
O'Brien 37	Brennan 26	Notman 23
Orloff 40	Juberg 27	Crocker 15
Fields 33	Vogel 30	O'Keefe 9
Nesti 38	Ballenger 8	Paulson 22
Crain 41	Schenk 14	McMahan 10
Lewis 36	Neal 19	McQueen 13
Mercer 34	Galloway 24	Swisher 11
Nichols 25	Ballou 18	Breece 16
	Konorska 17	Brown 12

Probable

LOMBARD

Left End	Left Tackle	Left Guard	Ce
Ballou	O'Brien	Orloff	Fi
18	37	40	

Quarter	Left Half
Nichols	Mercer
25	34

CENTE

Left End	Left Tackle	Left Guard	Ce
Hamel	Younger	Speights	Ledl
23	43	41	

Left Half	Fullback
Allday	Jefferies
26	16

Selber Bros. Clothes

Officials: J. S. Counselman, Umpire — T. T. Sessions (University o

Hickey-Freeman

Customized Clothes For Fall

The banker, the broker, the big business executives and college men—who demand superlative quality—buy Hickey-Freeman Clothes.

They and their associates have long since passed the word along that these clothes can be counted on for the rich looking woolens, the dignified smartness of style and the soft, fluent tailoring that they require.

$60 to $75

MANHATTAN *and* BROADWAY SHIRTS

LOMBARD COLLEGE

Touchdowns	Goals

Selshire Colle

$29.50 t

TOTALS

Touchdowns.....

Goals.....

Safeties.....

Totals.....

Selbe

SHREVEPORT'S LEADIN

Line-Up

COLLEGE

ter ds 3	Right Guard Nesti 38	Right Tackle Crain 41	Right End Booth 28

Right Half Juberg 27	Fullback Lewis 36

ENARY

nter oetter 46	Right Guard Price 45	Right Tackle Willis 42	Right End Jennings 15

Quarter Smith 12	Right Half Hanna 10

CENTENARY PLAYERS

Hamel—26	Stewart—21	Brown, A.—22
Younger—43	Marsalis—31	Crowley—38
Speights—41	Scanlon—20	Faulk—50
Ledbetter—46	Sims—52	Hilton—57
Price—45	Lindsey—19	Parrish—49
Willis—42	Hill—24	Cameron—13
Jennings—15	Welsh—11	O'Brien—27
Allday—26	Mitchell—25	Jackson—40
Jefferies—16	Moran—56	Gregg—18
Smith—12	Biedenharn—36	Pattison—11
Hanna—10	Hanner—29	Balter—48
Brown, R.—30	Jarratt—28	Pyle—32
Ward—14	Finch—17	
Browne—33	Mangum—55	

s Go to All Colleges!

f Alabama), Referee — H. M. Knilans (Wisconsin Normal), Head Linesman

CENTENARY

Touchdowns	Goals

egiate Clothes
o $38.50

TOTALS

Touchdowns.....
Goals.....
Safeties.....
Totals.....

er Bros. INC.
STORE for MEN and BOYS

Society Brand Clothes

Their Good Looks Are Built in to Stay

You could give a Society Brand suit the roughest sort of treatment, if you wanted to—and after a good pressing it would look as smart as ever. The famous Society Brand Cut—the wonderful designing which gives these clothes their character—cannot be destroyed by rough usage. The style and shapeliness is tailored thoroughly into the garment. It's there to stay. That's why a Society Brand Suit which you buy this Fall will look well as long as you wear it.

$45 to $55

Exclusive Dealer for
MALLORY HATS

Saint's Pure Coffee

"A Kick In It—Not About It"

Cuban Coffee Mills

Shreveport, La.

Jefferson Hotel

Across From Union Station

150 Fire-Proof Rooms

Rates $1.50 Up

Cafe Day and Night Service

Floyd R. Hodges, Manager

GENTS!

You won ten in "27"
Make it 11 in "28"

JULIUS SIGEL

You are the best in the South GENTS!

We are the Best Movers in the world. Nothing can stop you - nothing can stop us.

Herrin Transfer & Warehouse Company, Inc.

GENTLEMEN!

We are depending on you to win eleven games this season.

S. Bender Iron & Supply Company

PIPE

Shreveport, La.

OLDSMOBILE

Product of General Motors

The Fine Car of Low Price

Herrin Oldsmobile Co.

RIDE THE SPECIAL TO A. & M. OCTOBER 13.

SIGNALS!

GENTLEMEN, get your signals straight! Mistakes are costly - both on the gridiron, and in the care of your motor. When the game is going against you - take a chance - but never take chances on the lubrication of the vital parts of your car. Go to the nearest "Standard" Dealer and let him show you a "Standard" Chart of Recommendations. It will tell you what consistency of "Standard" Motor Oil is required for your motor, summer and winter. Makes motors run smoother and costs run lower.

STANDARD

REG. U. S. PAT. OFF. S. O. CO. OF N. J.

"STANDARD" MOTOR OIL

Makes Motors Run Smoother

STANDARD OIL COMPANY OF LOUISIANA

C. C. HARDMAN CO.

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Paints

Roofings

Glass

Jobbers

Wholesalers

Retailers

716 Texas Street
Shreveport, Louisiana

FOR MEN WHO CARE

FOR THE MAN WHO CARES

The Florsheim SHOE

Most Styles $10.00

STYLE P.J. QUALITY

The Paramount SHOE

All Styles and Materials

$6.00 and $7.50

FOR MEN WHO CARE

Florsheim Shoe Store

529 Marshall Street

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By the

CENTENARY CLUB *of* SHREVEPORT

TO BOOST CENTENARY COLLEGE

If you are interested in the College join the Club today. Dues $5.00 per year. Mail checks to Centenary Club, Box 1736.

We boost all activities for a Greater Centenary College in Shreveport.

OFFICERS

D. W. Spurlock, President — Ward Delaney, Vice President
Frank D. Whited, V.-President — Allen Graves, V.-Pres.-Treas.
George M. Reynolds, Secretary

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1000 FANS AT A. & M. WILL HELP BEAT THOSE TEXAS AGGIES.

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Portraits by Photography, Photo Framing, Photo Tinting, and Commercial Photography

Student Groups and Individual Pictures A Specialty

We Are Official Photographers For The Centenary Gentlemen

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Phone 2-7568

DeSoto Foundry & Machine Co., Ltd.

Mansfield, Louisiana

Manufacturers of

"DeSoto" Steel, Semi-Steel

and

Gray Iron Castings

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Service Drug Store, Inc.

"Service With A Smile"

No Place Too Far - No Order Too Small

Highland's Original Cut-Rate Drug Store

The First Thought For Drugs, Sundries, Sodas, Sandwiches and School Supplies

Phone 8-3863
3010 Highland Avenue
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CENTENARY GENTLEMEN!

IT'S NOT WHETHER YOU WIN OR LOSE,
BUT HOW YOU PLAY THE GAME
GIVE ALL YOU'VE GOT AND THEN SOME,
AND WE'RE FOR YOU JUST THE SAME.

Baird Co. LIMITED

THERE ARE SIX HOME GAMES. SEE THEM ALL!

"From the Forest to the Home"

Frost Lumber Industries
INCORPORATED

Manufacturers of

YELLOW PINE
and
HARDWOOD LUMBER

Perfection Oak Flooring Company, Inc.

Manufacturers of

"Frost-Brand"
Oak Flooring

"BEAR" ALLDAY

RIDE 'EM
GENTS

FIGHT 'EM
GENTS

LOVETTE HILL

1000 AT TEXAS
A. & M.

JOIN
CENTENARY
CLUB

Shreveport Long Leaf Lumber Company, Inc.

Wholesale and Retail Dealers of
Lumber, Special Millwork
& Building Material

Long Leaf Home Financing Corporation

Serving

Prospective Home Owners

SHREVEPORT, LOUISIANA

PATRONIZE OUR ADVERTIZERS.

Compliments

Journal Printing Co.

Phone 7121

SPORTSMANSHIP FIRST—THEN VICTORY!

WATCH WINTER'S WINDOWS
WINTERS
615-615 TEXAS ST. PHONE 5112

The Best Values in Town!

For over 75 years, Winter's, "Shreveport's Popular Priced Department Store", has featured correctly styled apparel and other merchandise at extremely low prices.

"Louisiana's Finest Bargain Basement"
"Shreveport's Best Toys"

Fight 'em Centenary!

We're betting on you and we're pulling for you every minute of the game. As you represent the finest in athletes, so does the Washington represent the finest in hostelries. Let's pull together.

The Washington Hotel
"Louisiana's Finest"

"Success to the Gents"

The regular meeting place for Centenary students and their friends—

A complete line of the very best drug store merchandise.

Medical Arts Drug Store
Phones 4293 - 4294 - 4295
Fast Delivery Service

Touchdown Gents

Nothing can stop you—it is your team work that wins

THE BAIN ROOF IS RAIN PROOF

H. H. Bain Sheet Metal Works
Phone 3667 **808 Reynolds**

Let Experts Do Your Work

Watchmaking and Jewelry Repairing

Hutchinson Bros.
Established 1896

LET'S GO THROUGH ANOTHER SEASON WITHOUT DEFEAT.

LORECO
BELIEVES IN
CENTENARY

THIS organization never fails to employ Centenary students whenever possible, or to render any assistance it can to "The Gentlemen."

The following are among Centenary boys employed at Loreco Service Stations in recent months:

R. W. Huson
John McCormack
J. I. McCain
G. E. Rhea
Charlie Smith
Napoleon Murff
A. C. Monnett
Jelly Davis

The following employees of the Louisiana Oil Refining Corporation are members of the Centenary Club of Shreveport:

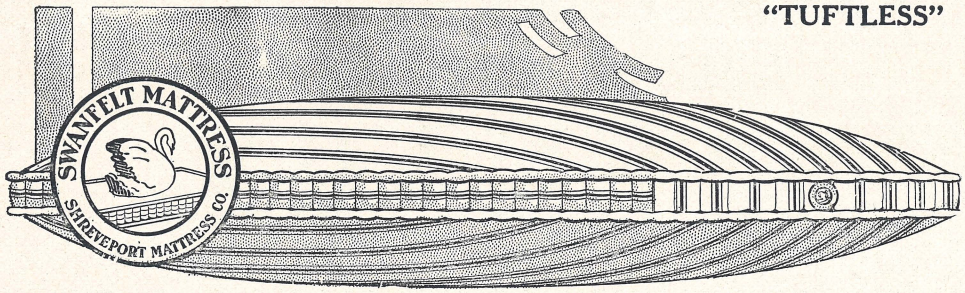
M. J. Grogan
F. E. Wilkerson
A. D. Oden
W. H. Montgomery
C. M. Corbett
J. D. Flynn
G. B. Davies
J. H. Hesterly
J. L. Walters

Louisiana Oil Refining Corporation

Producers **Refiners** **Marketers**

CENTENARY BEAT FOUR SOUTHWEST CONFERENCE TEAMS LAST SEASON.

SWANFELT MATTRESS



"TUFTLESS"

$38.75

Today SWANFELT Mattresses are sleep's foundation in the South's finest homes. Filled with long new staple cotton in filmy layers—encased in beautiful floral art or ACA ticking—they give years of buoyant and luxurious comfort.

SHREVEPORT MATTRESS CO.

Milam and McNeil Streets

(Old Dreyfuss Bldg.)

"SILVER FLASH" GASOLINE

There are many different brands of gasoline on the market—they all look pretty much alike—everyone claims he has the best—what we would like to have you do is to try a tank of "SILVER FLASH" gasoline and "discover the difference." "Silver Flash" is a pure first-run gasoline, and insures a contented motor on good roads or bad.

PHONE 7447

RED HOT

HICKMAN-BAIRD

SERVICE

TIRE & GAS CO.

1500 MARSHALL STREET

Vulcanizing Tires

THAT'S a job that requires trained experts—modern machinery—and the best materials money can buy. We have them all right here, with Mr. Alva Kline, factory expert, in charge, ready to serve you.

Quaker State Oil

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Washing

High Pressure Greasing

Vacuum and Steam Cleaning

THERE ARE SIX HOME GAMES. SEE THEM ALL!

Centenary Leads in Football

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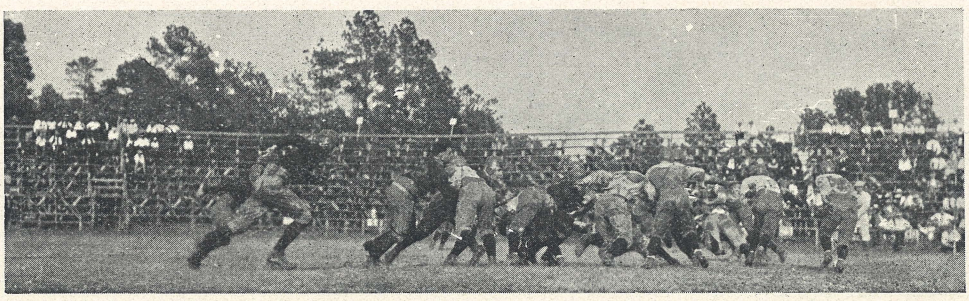
CENTRAL LEADS IN SERVICE

Call on us for your wants in Paints, Wall Paper, Roofing and all kinds of Building Material

CENTRAL LUMBER CO., Inc.

"GOOD WOOD GOODS"

1527 Southern Ave. **Phone 4437** **Shreveport, La.**



FIRST NATIONAL BANK

AND

CITY SAVINGS BANK & TRUST CO.

SHREVEPORT'S LARGEST, OLDEST AND STRONGEST BANKING UNIT

UNEXCELLED FACILITIES AND PROMPT, COURTEOUS HANDLING OF ALL BUSINESS ENTRUSTED TO US.

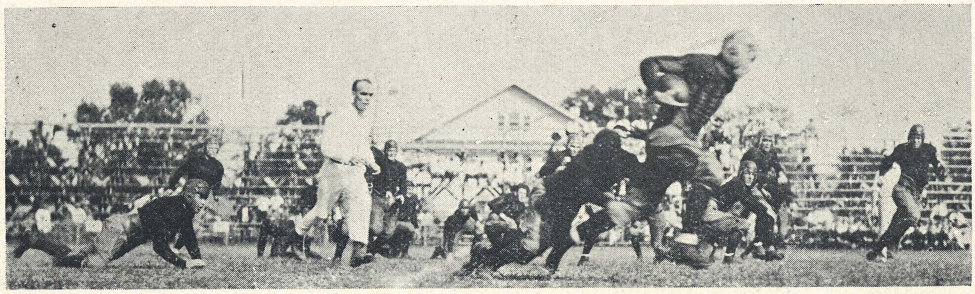
CHECKING
SAVINGS
TRUST
BONDS
SAFETY DEPOSIT BOXES
FOREIGN EXCHANGE

THE CENTENARY CLUB BOOSTS ALL CENTENARY ACTIVITIES.

Frost-Whited Investment Co., Inc.

Paid In Capital Stock $1,250,000

invites inquiries from those desiring to invest their money in high grade securities yielding as high as 7 per cent. We have First Mortgage Guaranteed Bonds yielding 6 per cent which may be purchased on our Partial Payment Plan. We welcome the opportunity to explain to interested persons the many advantages of Saving through this medium of investment.



We Back Centenary to Win

Team! Team! Team!

Train It Right
Feed It Right
Give It Light
Teach It Right

To FIGHT! FIGHT! FIGHT!

Let Us Light Your Way To Victory

Southwestern Gas & Electric Company

Shreveport, Louisiana

THE GENTS ADVERTISE SHREVEPORT—BOOST THEM!

We also have a good "line"

(of Pure Food Products)

The Hicks Company, Limited

Wholesale Grocers — Shreveport, Louisiana

Beat 'em
Gentlemen
We're
Blowing Hard
For You!

Shreveport Blow Pipe & Sheet Iron Works, Ltd.

SHREVEPORT, LA.

Fight 'em, Gents!

Fight fair, but fight to win
You are the best in the land.
Nothing can stop you
We are with you.

SCHUSTER'S
Wholesale Produce Co.

INCORPORATED

500-508 Commerce St. **Phone 4151**

Exclusive Distributors for PABST BLUE RIBBON BREW—"A Beer that Reminds You of Old Times"

WATCH THE "GENTS" RIDE THE "BEARS" AGAIN.

You can never become an Orphan while you have—

Crawford Company, Inc.

213 Crockett Street

OTTO DUCKWORTH

Standard Replacement Parts For All Trucks

"CHARLIE" SMITH

JOIN CENTENARY CLUB

Catering to College Students

Centenary Pharmacy

Opposite Centenary College

J. L. PEPPER - - M. W. BARBER
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Both Registered Pharmacists

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Whitman Candies
Pure Drugs

Prescriptions Carefully Compounded

The Service that Serves

Doyle-Sparke Drug Co.

Agency
Whitman's Candies

Best wishes, to the Gentlemen!

Harney S. Bogan

Real Estate, Investments, City Property, Farms, Sub-divisions

Phone 2-4675

707 City Bank Building

BEAT L. P. I.

Compliments of

NEHI

Bottlers of Quality Beverages

Nehi Bottling Co.

2447 Greenwood Road

Phone 2-4468

Phone 7673 or 2-1383 for an ice card, or stop the big red wagon on your route any morning.

Shreveport Ice Delivery Co.

ANDREW QUERBES, Jr., *Manager*

"ZUZU" STEWART

JOIN CENTENARY CLUB

FIGHT 'EM GENTS

1000 AT TEXAS A. & M.

RIDE 'EM GENTS

"SPIKES" SPEIGHTS

Morris & Dickson Company, Ltd.

Wholesale Druggists and Manufacturing Chemists

Shreveport, La.

Oklahoma Portland Cement Co.

TRADESMEN'S NATIONAL BANK BUILDING

OKLAHOMA CITY, OKLA.

"O K" Cement

Quality Uniform

Prompt Delivery

FIGHT—TEAM—FIGHT

Fight—Team—Fight.
Fight—Team—Fight.
Fight—Team—Fight.

(Cheerleader will say whether to give this yell three times or one time)

THE CENTENARY CLUB BOOSTS ALL CENTENARY ACTIVITIES.

[illegible] WILL SHINE

Our Gents will shine tonight, our Gents will shine.
Our Gents will shine tonight, our Gents will shine.
Our Gents will shine tonight, our Gents will shine.
When the sun goes down and the moon comes up,
Our Gents will shine.

(Other team) will cry tonight, (other team) will cry.
(Other team) will cry tonight, (other team) will cry.
(Other team) will cry tonight, (other team) will cry.
When the sun goes down and the moon comes up,
(Other team) will cry.

Centenary Gentlemen

We Are With You 100%

DISTRIBUTORS

Atwater Kent Radios and Supplies

Automotive and Electrical Supplies

Interstate Electric Company

Exclusively Wholesale

300-320 Spring St. Shreveport, La.

Congratulations for 1928

1000 FANS AT A. & M. WILL HELP BEAT THOSE TEXAS AGGIES.

DeSOTO SIX

Product of Crysler

$845 AT FACTORY

All Body Types Now Available. "Most Sensational Six Cylinder Car Ever Produced In This Priced Field

McFADIN MOTOR CO.

Market and Crockett

Phone 2-1818

FRED HILTON

ZETNER BIEDENHARN

AS CHOSEN BY

The Collegian

RIDE 'EM GENTS

FIVE PIECE ENSEMBLE SUITS

COAT

Wide shoulders, trim waist, peaked lapels with pleasing long sweep to junction point.

TWO VESTS

Colonial type without collar also a double-breasted model with smart peaked collar.

TWO TROUSERS

One pair regular type —the other comes pleated. Both models fuller at thighs.

$36.50

Jordan & Booth

Play the game fair boys like

GENTLEMEN

then you are bound to win.

We have tried to do this for 24 years in our business and our motto is keep trying.

Herndon & Davis Co., Inc.

705 Christian St.

E. I. (Grits) Davis, President
Fred W. Voelcker, Jr., Sec. and Treas.

ON TO A. & M. LET'S GO! OCTOBER 13.

Centenary Scores
With
Clean Tactics and Team Work

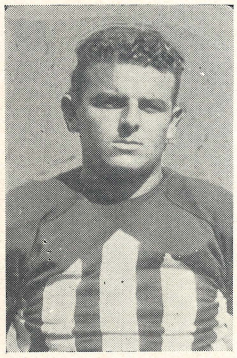
Our Best Wishes For Another Successful Season

Southern Cities Distributing Co.
Natural Gas Service

Shreveport Scores
with its
Clean Wholesome Atmosphere

Through Its—

Universal Use Of Natural Gas
For All Fuel Purposes



HERSHEL HANNER

RIDE 'EM
GENTS

1000 AT TEXAS
A. & M.

CECIL CROWLEY

Ardis & Company
Incorporated
Wholesale Grocers

Have served the public of this community with the most reliable food products since 1880. Let us continue to serve you.

ARDIS & COMPANY, Inc.
SHREVEPORT, LA.

Lick 'em Centenary!

Compliments Of

Haynes Drilling Co., Inc.

Drilling Contractors, Oil and Gas Producers

1109-1110 Slattery Building

1000 FANS AT A. & M. WILL HELP BEAT THOSE TEXAS AGGIES.

This ad placed for the purpose of boosting the Gents and causing an Automobile discussion

for Economical Transportation

CHEVROLET

WHITE MOTOR CO.

JOE O'BRIEN

"Shreveport Is A Chevrolet Town"

DAN FINCH

JOIN CENTENARY CLUB

Exclusive Jewelry

Those priceless little tokens of love and esteem may be found in abundance at—

Flournoy & Harris
Incorporated
Gifts of Lasting Distinction
519 Marshall Street
J. W. Flournoy Ed C. Harris

More people ride to Centenary Games on Goodyear Tires than on any other kind.

The "Gents"
The World's Greatest Team

Goodyear
The World's Greatest Tire

See "B"

SEGALL TIRE CO.
WHOLESALE - RETAIL

408 Milam Street

Styron's

Engravers Stationers

WATCH THE "GENTS" RIDE THE "BEARS" AGAIN.

Complimentary to the

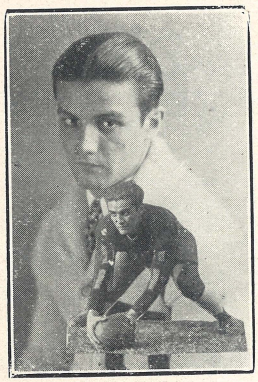
Centenary Gentlemen

The Best Football Team in the South

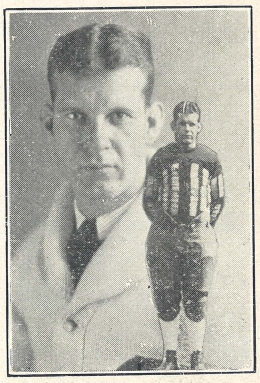
Wray-Dickinson Co., Inc.

Howard Motor Co., Inc.

Ford Dealers



WILTZ LEDBETTER



"TOMMY" COX

Well Dressed Women Can Quickly Tell The Difference

WOMEN who wear good clothes are quick to appreciate good cleaning. "Just as good" methods are poor substitutes for the original. Excelsior Way is different . . . it is thorough . . . it is dependable. Our complete facilities assure perfection in every detail. Excelsior cleaning removes every spot of soil and sign of wear, and the final touch—the pressing—restores the original shape and style. Yes, well dressed women can quickly tell the difference . . . that's why they telephone 6238 for a representative to call for their cleaning and dyeing.

Excelsior Laundry

WHERE QUALITY COUNTS

PHONE 6238

TICKETS FOR THE REST OF THE SEASON ARE STILL ON SALE

Read About the Games

IN

The Shreveport Times

Complete returns on ALL the big games as well as details and all the sport gossip of Shreveport's pride—

CENTENARY'S

GENTLEMEN

See every game if you possibly can

BUT

Get the Fine Points by Reading

The Shreveport Times

First Always

Circulation Now 39,000 Daily - 52,000 Sunday

LET'S GO THROUGH ANOTHER SEASON WITHOUT DEFEAT.

The Crystal Oil Company Is For Centenary!

We root for the Gentlemen today, and invite you to patronize us tomorrow, at the Crystal-Centenary Service Station just across the street——

Centenary College is the place to get a good education; and a Crystal Service Station is the place to get—

Good Gasoline and Oil

The Crystal Oil Refining Corporation

"A Shreveport Institution" -:- *12 Stations To Serve You*

PATRONIZE OUR ADVERTIZERS.